

## How to Create Your Brand Vision Statement

In today's competitive market, a strong brand vision statement is essential for guiding your business's marketing efforts and establishing a clear business identity. Here's a comprehensive guide from Local Where 2 to help you create a compelling brand vision statement and effectively utilise it to boost your brand presence.



### What is Brand Marketing?

Brand marketing creates brand awareness, helping people recognise and trust your business. It involves consistent use of logos, colours, and messaging to convey your brand's story and mission. This consistency builds trust, which is crucial for attracting and retaining customers.

### How Can Your Business Use Brand Marketing?

Brand marketing affects every aspect of your business. It starts with a clear vision statement that guides your marketing efforts, beyond logos and colours, to the core values and mission of your company.

Consider your target audience and research how they prefer to be approached, what messaging resonates with them, and what social media platforms they use.

### Use a Brand Marketing Kit

A brand marketing kit includes all the elements that create your brand identity. Use the same kit across all platforms, whether it's your storefront, website, or social media channels.



#### Key Elements of a Brand Marketing Kit:

1. **Brand Vision:** Guides your marketing directives.
2. **Brand Mission Statement:** Shapes the overall narrative of your marketing materials.
3. **Style Guide for Writing:** Defines the tone and style for your content.
4. **Style Guide for Graphics:** Includes colour palette, fonts, logo placement, and imagery style.

### Create a Brand Vision Statement in 60 Characters or Less

A concise brand vision statement is crucial for platforms like Facebook and Twitter, where space is limited. Your vision statement should convey the impact you want your business to have on the world.

#### Examples of Short Brand Vision Statements:

- **LinkedIn:** Create economic opportunity for every member of the global workforce.

- **Microsoft:** A computer on every desk and in every home.
- **Alzheimer's Association:** A world without Alzheimer's Disease.
- **Facebook:** Connect with friends and the world around you on Facebook.

Brevity is essential. Shorter statements are easier to digest and implement across your business.

## Present Your Brand and Lead by Example



When representing your business online, always conduct yourself as your brand. Show your team how to be better marketers by leading with your brand's values and mission.

**Example:** Wendy's honours their founder's legacy through the Dave Thomas Foundation for Adoption, integrating their core values into their brand identity and marketing efforts.

## Conclusion

Thank you for reading Local Where 2's guide to building a concise and impactful brand vision statement. We hope you take the time to craft a vision that aims to make the world a better place. Join us on our platform to help your business reach its full potential.